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Grow Your Business

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Grow Your Business



PORTMAC
Guitars

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Grow Your Business

How to Use Facebook as an Effective Selling Tool



How to Use Facebook as an Effective Selling Tool

Facebook photos best practice



How to Use Facebook as an Effective Selling Tool

Facebook photos best practice

How we do our photos



How to Use Facebook as an Effective Selling Tool

Facebook photos best practice

How we do our photos

What we don't do in our posts



How to Use Facebook as an Effective Selling Tool

Facebook photos best practice

How we do our photos

What we don't do in our posts

What we do in our posts



How to Use Facebook as an Effective Selling Tool

Facebook photos best practice

How we do our photos

What we don't do in our posts

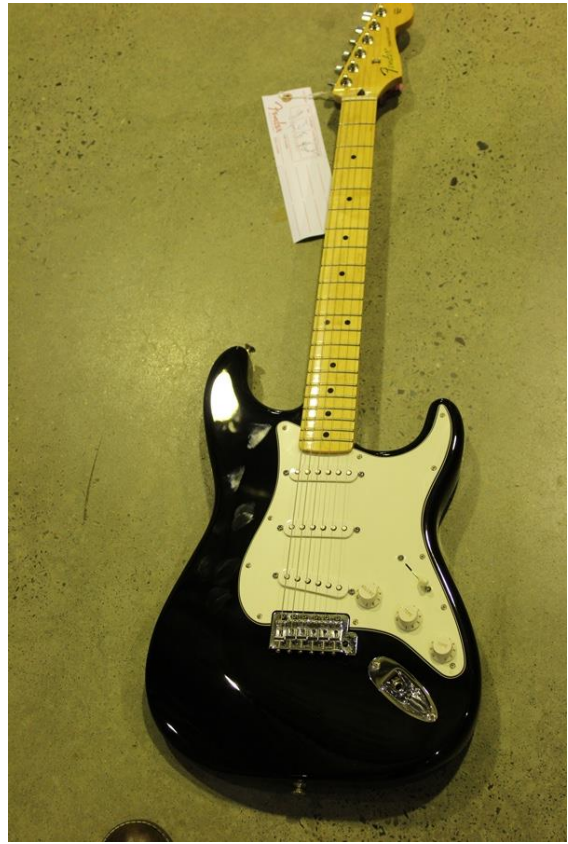
What we do in our posts

Boosting and audience targeting



Facebook Photos Best Practice

What's wrong with this photo?

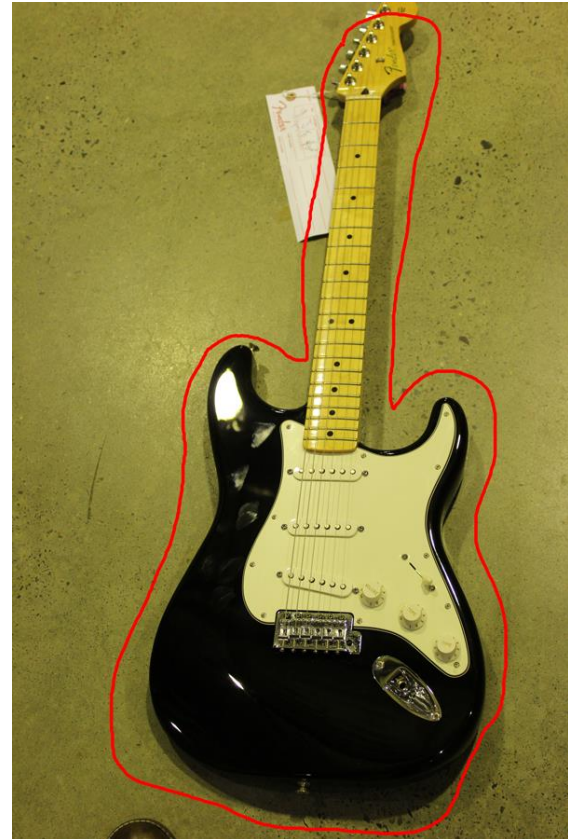




Facebook Photos Best Practice

What's wrong with this photo?

Answer: This is a guitar,

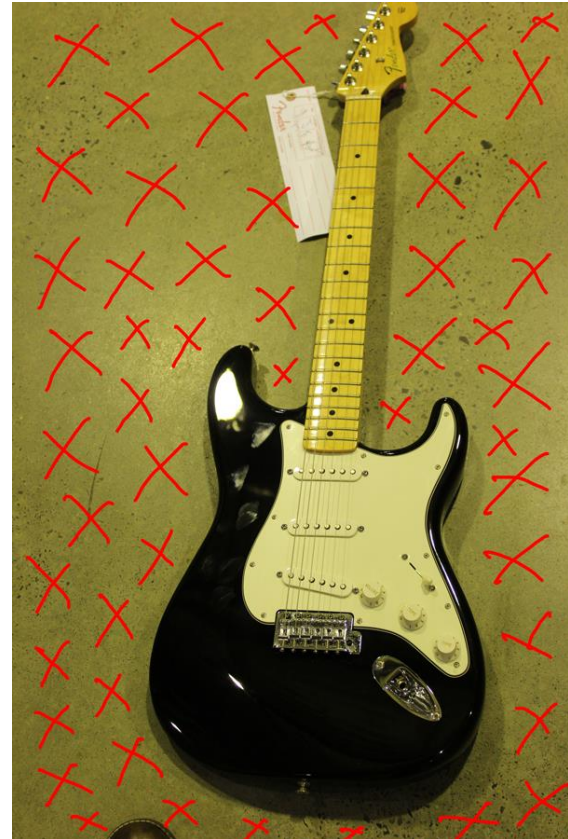




Facebook Photos Best Practice

What's wrong with this photo?

Answer: This is a guitar, and this is the floor.



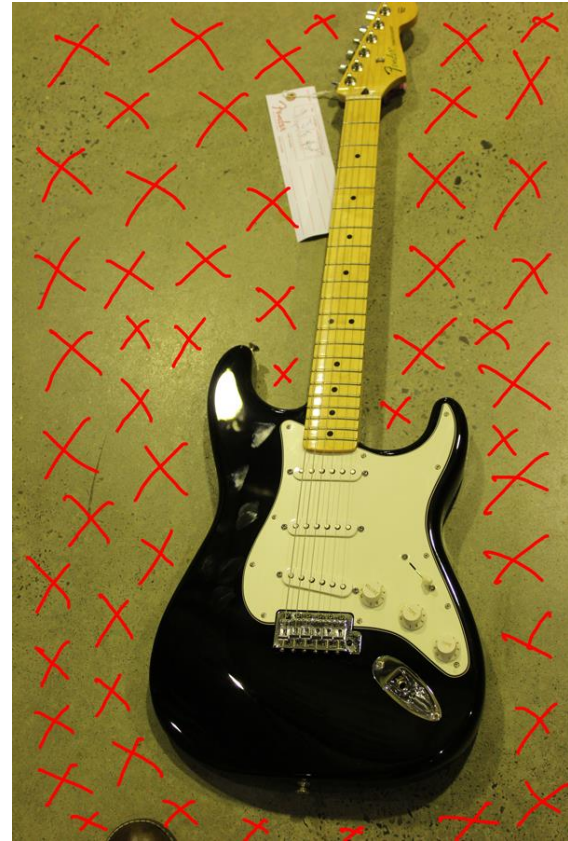


Facebook Photos Best Practice

What's wrong with this photo?

Answer: This is a guitar, and this is the floor.

Can you imagine...





Facebook Photos Best Practice

What's wrong with this photo?

Answer: This is a guitar, and this is the floor.

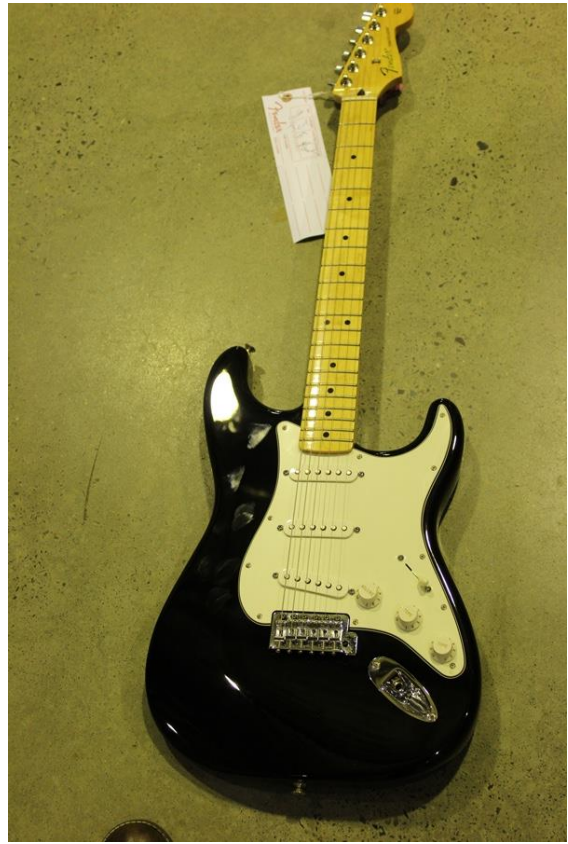
You wouldn't do it in your store so why do it online?





Facebook Photos Best Practice

What's wrong with this photo?



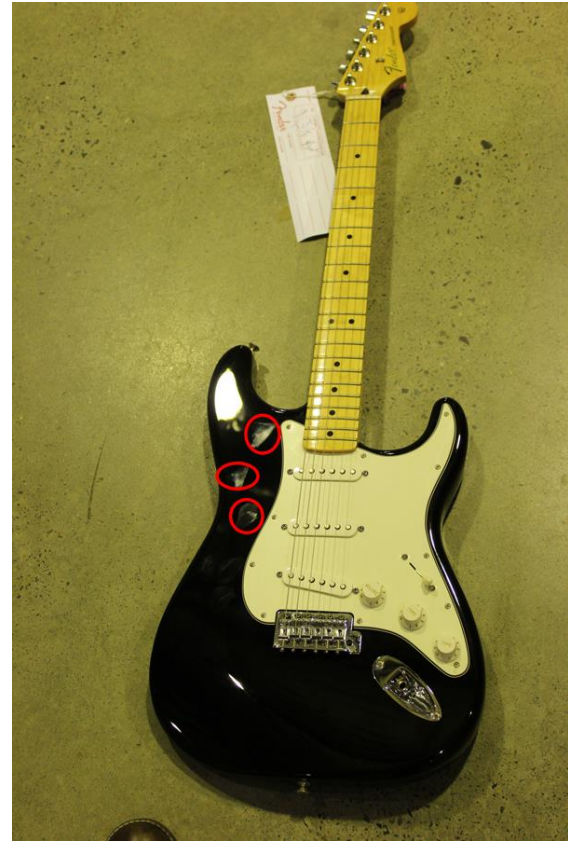


Facebook Photos Best Practice

What's wrong with this photo?

Answer: Greasy fingerprints.

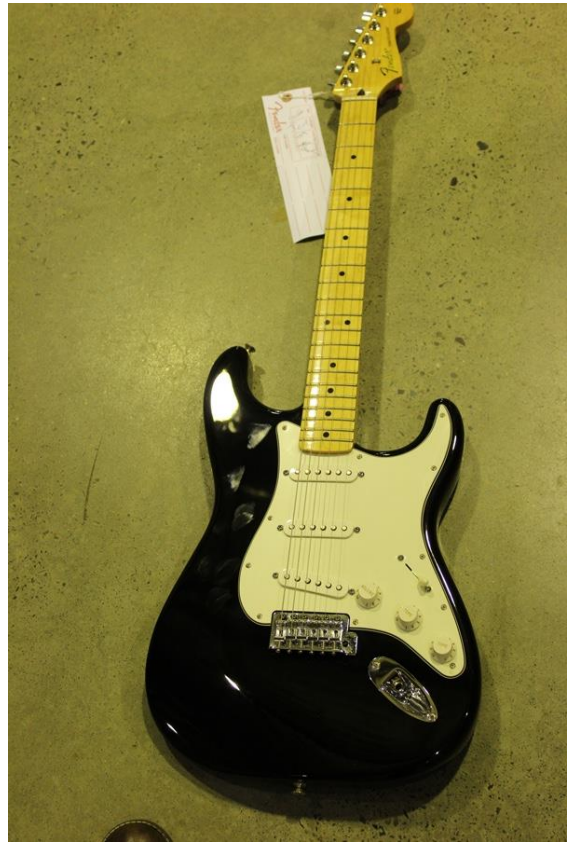
Make sure the guitar is clean before taking your photo.





Facebook Photos Best Practice

What's wrong with this photo?



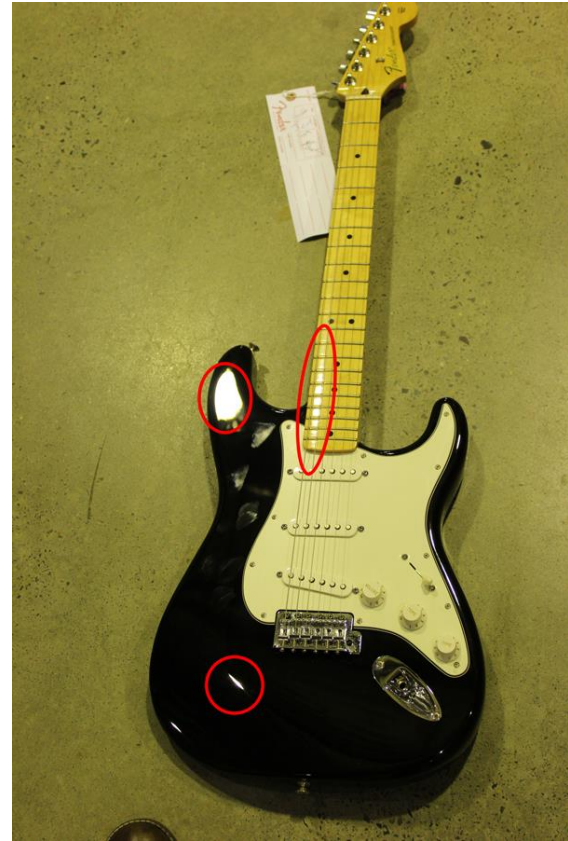


Facebook Photos Best Practice

What's wrong with this photo?

Answer: Bad light reflections.

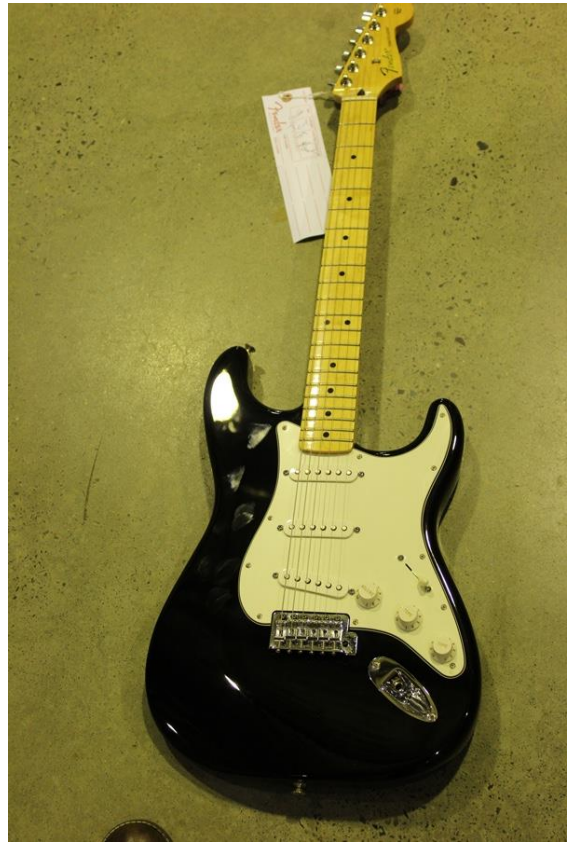
Try to avoid ugly reflections or edit them out.





Facebook Photos Best Practice

What's wrong with this photo?

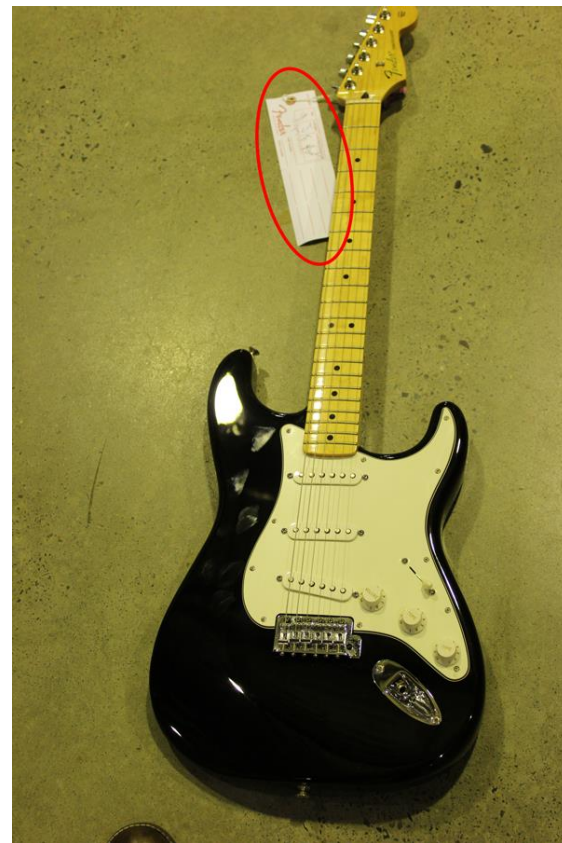


Facebook Photos Best Practice

What's wrong with this photo?

Answer: Hang Tags!

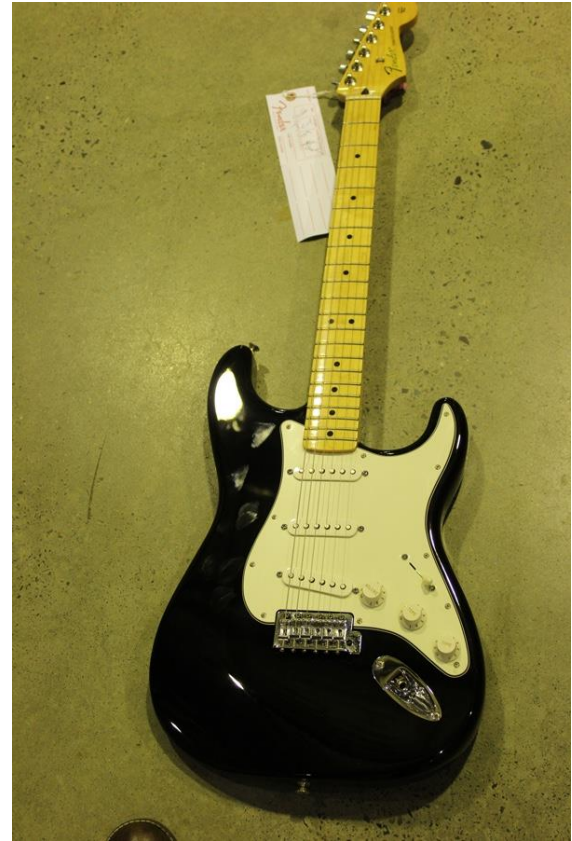
Take them off for the photos.





Facebook Photos Best Practice

What's wrong with this photo?



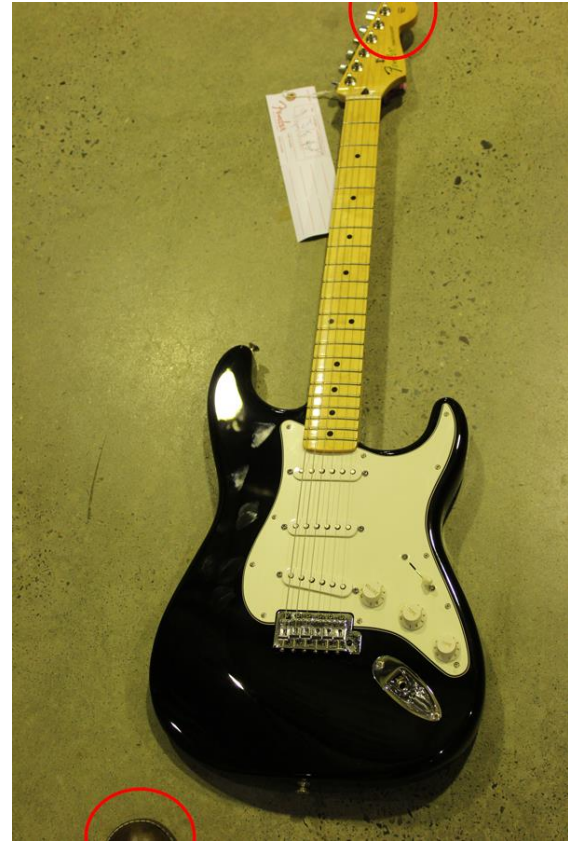


Facebook Photos Best Practice

What's wrong with this photo?

Answer: Headstock is chopped off. Hey look! There's my shoe.

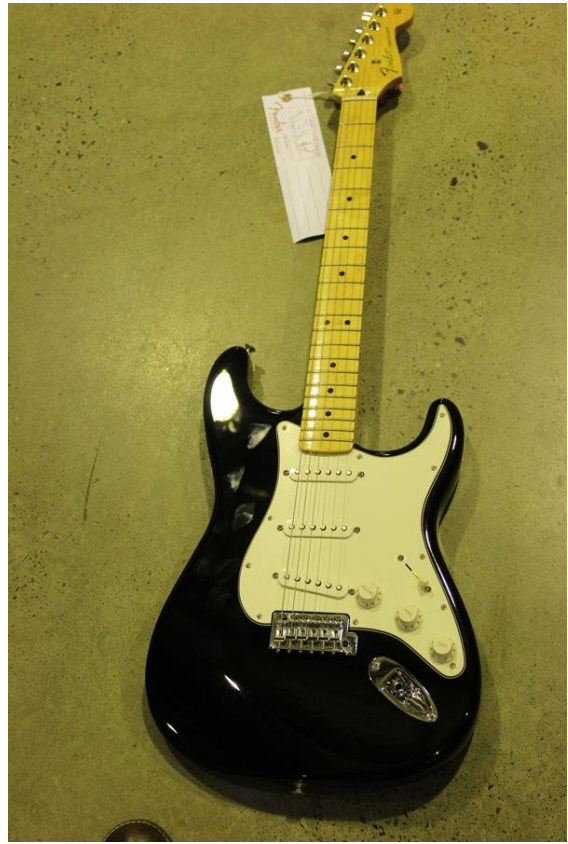
Be careful to frame your photo correctly and avoid having unsightly items in view.





Facebook Photos Best Practice

What's wrong with this photo?



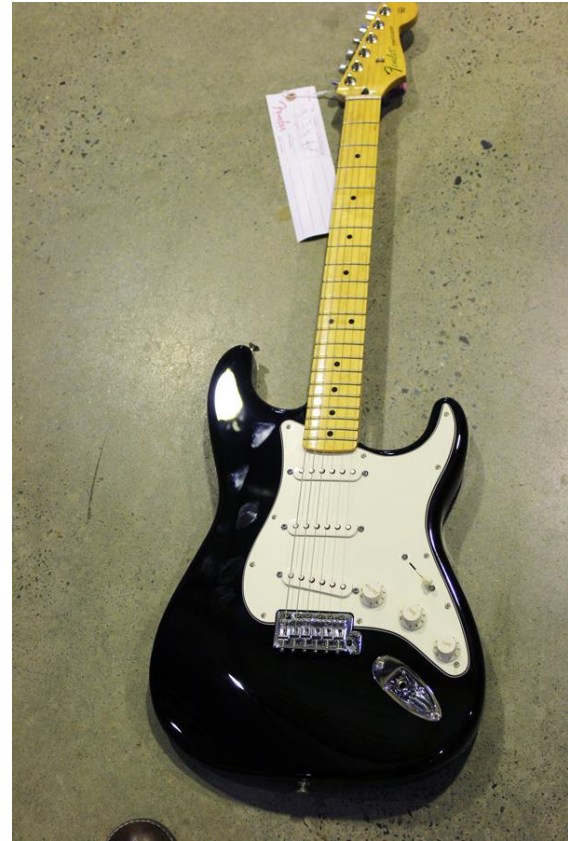


Facebook Photos Best Practice

What's wrong with this photo?

Answer: Poor lighting.

Lighting and editing software is affordable.





Facebook Photos Best Practice

In Summary

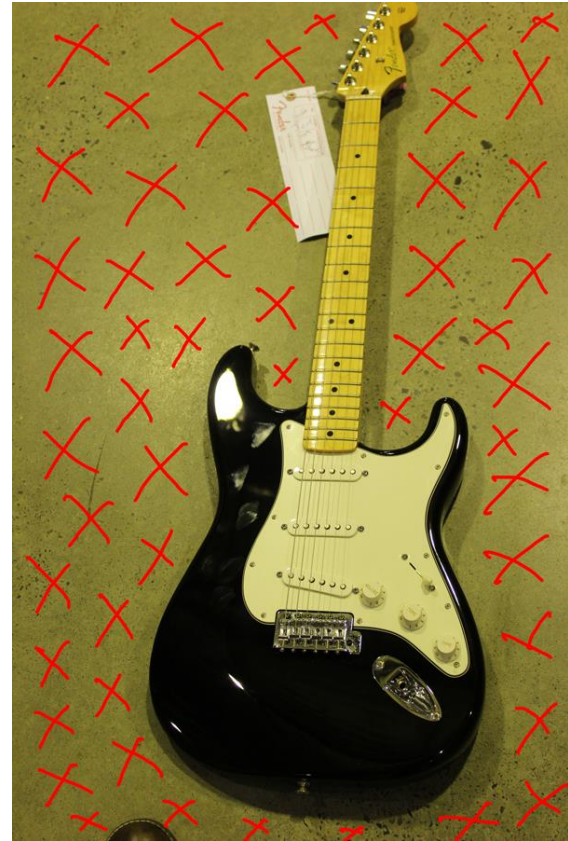




Facebook Photos Best Practice

In Summary

No Floor shots.



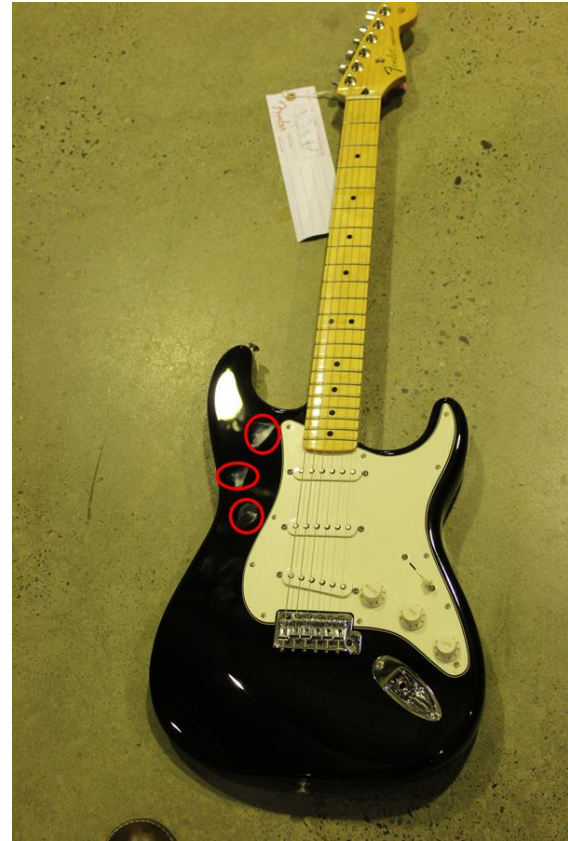


Facebook Photos Best Practice

In Summary

No Floor shots.

Make sure the product is clean.





Facebook Photos Best Practice

In Summary

No Floor shots.

Make sure the product is clean.

Avoid ugly reflections.





Facebook Photos Best Practice

In Summary

No Floor shots.

Make sure the product is clean.

Avoid ugly reflections.

Remove Hang Tags.





Facebook Photos Best Practice

In Summary

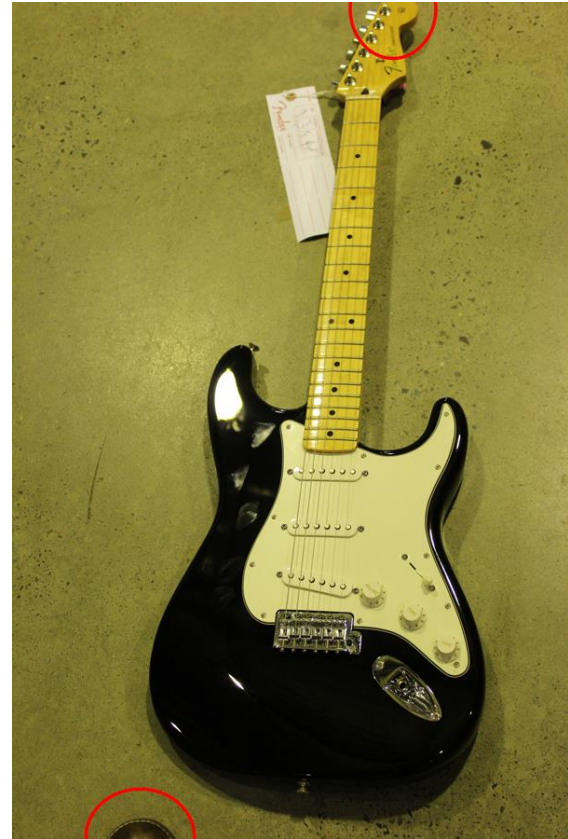
No Floor shots.

Make sure the product is clean.

Avoid ugly reflections.

Remove Hang Tags.

Frame your photos correctly and ensure ugly things are out of sight.





Facebook Photos Best Practice

In Summary

No Floor shots.

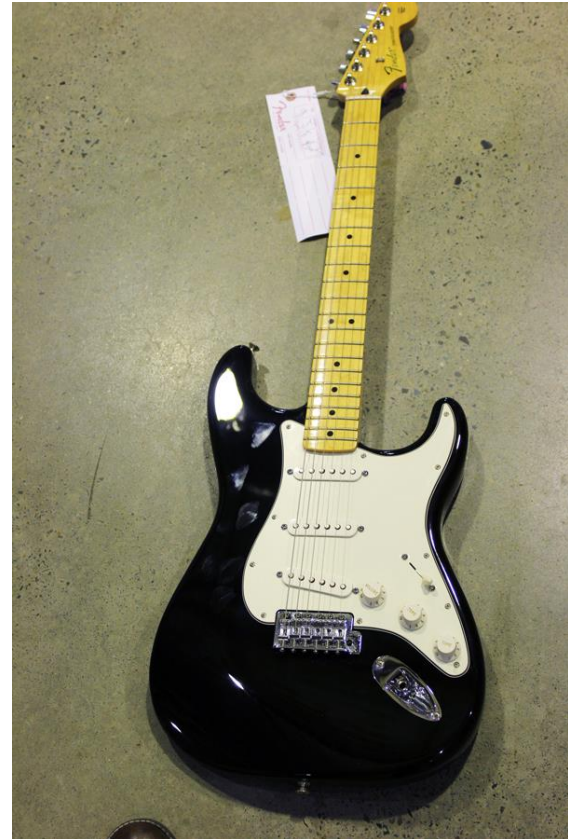
Make sure the product is clean.

Avoid ugly reflections.

Remove Hang Tags.

Frame your photos correctly and ensure ugly things are out of sight.

Try to light your subject best as possible or correct in software.



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Grow Your Business

Product Photo Posts





Product Photo Posts

We use a black backdrop.



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Grow Your Business

Product Photo Posts

We use a black backdrop.





Product Photo Posts

We use a black backdrop.





Product Photo Posts

We use a black backdrop.

We always Watermark with our logo.





Product Photo Posts

We use a black backdrop.

We always Watermark with our logo.





Product Photo Posts

We use a black backdrop.

We always Watermark with our logo.





Product Photo Posts

We use a black backdrop.

We always Watermark with our logo.

We use inexpensive hardware and software to get great results.





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Constructed Photo Posts



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Grow Your Business

Constructed Photo Posts

We utilise our store environment.



Constructed Photo Posts

We utilise our store environment.



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Grow Your Business

Constructed Photo Posts

We utilise our store environment.



Constructed Photo Posts

We utilise our store environment.

We feature one or more products in stock.





Constructed Photo Posts

We utilise our store environment.

We feature one or more products in stock.



Constructed Photo Posts

We utilise our store environment.

We feature one or more products in stock.





Constructed Photo Posts

We utilise our store environment.

We feature one or more products in stock.

We use stylistic effects, such as focus, blur, light and shadow, to make things pop.





Constructed Photo Posts

We utilise our store environment.

We feature one or more products in stock.

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Constructed Photo Posts

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Grow Your Business

What we don't do on our posts.



What we don't do on our posts.

MEMES

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Grow Your Business

One does not simply post memes

When one could be selling guitars





What we don't do on our posts.

MEMES

***Stuff other stores are doing all the time.
(#straturday, #gibsunday etc...)***



What we don't do on our posts.

MEMES

*Stuff other stores are doing all the time.
(#straturday, #gibsunday etc...)*

Birthday posts





What we don't do on our posts.

MEMES

*Stuff other stores are doing all the time.
(#straturday, #gibsunday etc...)*

Birthday posts

Shared content of any description

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Grow Your Business

What we do on our posts.



Port Mac Guitars added 4 new photos.

Published by Rob Mestric [?] · June 15 at 9:34am · 🌐

This brand new Charvel Pro-Mod San Dimas Style 2-7 HH features a pair of Seymour Duncan pickups and an Okoume body. Matched with an all maple neck, it is capable of deep throaty tones with great high end articulation. You get Free Insured Shipping Australia Wide and our acclaimed GEniuS™ Guitar Enhancement System with it too. Get it here as pictured> <http://www.portmacguitars.com.au/Charvel-PRO-MOD-SAN-DIMAS-...>





What we do on our posts.

We post individual items that we have in stock



Port Mac Guitars added 4 new photos.

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What we do on our posts.

We post individual items that we have in stock

We discuss some point of value or feature about the instrument



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What we do on our posts.

We post individual items that we have in stock

We discuss some point of value or feature about the instrument

We present our store's Unique Value Proposition



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What we do on our posts.

We post individual items that we have in stock

We discuss some point of value or feature about the instrument

We present our store's Unique Value Proposition

Post a link to our store... EVERY TIME



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Grow Your Business

Facebook Audience Targeting





Facebook Audience Targeting

Who is your target audience?



Facebook Audience Targeting

Who is your target audience?

AUDIENCE

Electric Guitar General [Edit](#)

Location - Living In: Australia
[More ▾](#)

People you choose through targeting

People who like your Page

People who like your Page and their friends

Slash

[See All \(41\)](#) | [Create New Audience](#)





Facebook Audience Targeting

Who is your target audience?

Create Audience ×

Select the location, age, gender and interests of people you want to reach with your ad.

Name

Gender ⓘ

All Men Women

Age ⓘ

18 ▾ - 60 ▾





Facebook Audience Targeting

Who is your target audience?

Locations ⓘ

Australia

📍 Australia

Add locations

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Steve Vai





Facebook Audience Targeting

Who is your target audience?

Gender ⓘ

All
 Men
 Women

Age ⓘ

-

Locations ⓘ

Australia





Facebook Audience Targeting

Who is your target audience?

Instagram

Run promotion on Instagram

BUDGET AND DURATION

Total budget ⓘ

\$20.00 AUD

Estimated People Reached ⓘ

1,700 - 4,400 people of 5,700,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days 14 days





Facebook Audience Targeting

Figure out who you're selling to.





Facebook Audience Targeting

Figure out who you're selling to.

Create an Audience aimed at people interested in your product.





Facebook Audience Targeting

Figure out who you're selling to.

Create an Audience aimed at people interested in your product.

Target age limits according to the product's pricing.





Facebook Audience Targeting

Figure out who you're selling to.

Create an Audience aimed at people interested in your product.

Target age limits according to the product's pricing.

Set budget in relation to product pricing.



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Grow Your Business

In Summary



In Summary

Facebook photos best practice



In Summary

Facebook photos best practice

How we do our photos



In Summary

Facebook photos best practice

How we do our photos

What we don't do in our posts



In Summary

Facebook photos best practice

How we do our photos

What we don't do in our posts

What we do in our posts



In Summary

Facebook photos best practice

How we do our photos

What we don't do in our posts

What we do in our posts

Boosting and audience targeting



Please rate the session you just saw on the NAMM App.

Choose the session, look for the clipboard and enter your review.



Thank you!